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Perception about Quality of Programme (PQP) and Impact Assessment of Community Radio Station on Farming Community

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ABSTRACT

In a country like India, where the printed words cannot go very far because of wide spread illiteracy, the community radio can a play a significant role in revamping extension network not only for the purpose of dissemination of views and information, but also for education, advertisement and entertainment. Most scholars agree with the fact that the condition of the poorest of the poor can be improved by providing them with the most basic information by involving them so that sustainable development can be achieved. One such Information and Communication Technology (ICT) is Community Radio Station (CRS) which caters to the need of rural community by involving them in every aspect of operationalization and management. This study was conducted in Hisar district of Haryana to assess the perception about quality of programmes and impact of community radio station on farming community of district Hisar (Haryana). The Community Radio Station (CRS, CCSHAU, Hisar-91.2 MHz) covers the area of approximately 15 Kilometers radius around the university. Therefore, four villages from the coverage area in all four directions were selected. Forty farmers who were listening CRS, CCSHAU, Hisar-91.2 MHz were selected randomly from each village. Observations related to awareness, broadcast quality of programmes and Impact analyses were recorded of total number of 16- CRS listeners.

Key words: Community radio station, ICT, Farming community, Programme quality, Assessment

The era of traditional communication is over. With ever increasing influence of television and Internet, sprawling inference of newspapers and magazines in terms of style and presentation, the radio has acquired at least half a dozen styles for future survival. Radio programmes have been diversified over the years. Radio is known as a popular music box especially of the common people. In a country like India, where the printed word cannot go very far because of widespread illiteracy, the radio is a significant medium of mass communication (Bandyopadhayay 2007). In terms of reach and input, it is more powerful medium than the press not only for the purpose of dissemination of views and information, but also for education, advertisement and entertainment. The radio can carry information from the remotest corner of the country and thus can also help for raising the cultural level of people (Manyozo 2008). For over 80 years, radio has been seen as a key global tool for participatory communication and development. But participation of civil society is somewhat lacking thus a new concept of 'Community Radio Station' (CRS) took place (Ramakrishnan 2012). CRS has many advantages over government and commercial radio like; they are always in the local languages with local issues involving ordinary people so that villagers and semi- urban people understand what they are about (Singh 2011). It makes major contribution to agricultural extension by utilizing reach of radio and disseminating information and knowledge produced locally and having relevance for specific community (Indianetzone 2011).

Community radio is a type of radio service that offers a third model of radio broadcasting beyond commercial and public service. Community Radio Stations serve small geographic communities and 'communities of interest'. They broadcast content that is popular to a local/specific audience but which may often be overlooked by commercial or public broadcasters. Community Radio Stations are operated, owned, and driven by the communities they serve. Community Radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own diverse stories, to share experiences, and in a media rich world to become active creators and contributors of media. In many parts of the world, community radio acts as a vehicle for the community and voluntary sector, civil society, agencies, NGOs &

citizens to work in partnership to further community development as well as broadcasting aims (Chittor J. 2011).

MATERIALS AND METHODS

The study was conducted in Hisar district of Haryana state. The Community Radio Station (CRS, CCSHAU, Hisar-91.2 MHz) of CCS Haryana Agricultural University covers the area of approximately 15 Kilometers radius around the university. Therefore, four villages from the coverage area in all four directions were selected purposively as maximum feedback through phone calls/ letters or personal contacts received from these four villages by the CRS, CCSHAU, Hisar-91.2 MHz. Thus, it was presumed that required number of listeners will be available in these four villages viz. *Satro Khurd* (East), Arya Nagar (West), Raipur (North) and *Kamiri* (South). Forty farmers who were listening CRS, CCSHAU, Hisar-91.2 MHz were selected randomly from each village. A total of 160 farmers listening CRS, CCSHAU, Hisar-91.2 MHz were studied and their observations related to awareness and impact analysis were recorded by a well designed and pre-tested questionnaire.

Table 1 Perception about quality (PQP) of programmes broadcasted by CRS, CCSHAU, Hisar-91.2 MHz programmes

S. No	Perception about quality of programmes (PQP)	Satrod *Khurd* (n=40)		Arya Nagar (n=40)		Raipur (n=40)		*Kamiri* (n=40)		Total (n=160)		M.S	Rank
		F	%	F	%	F	%	F	%	F	%		
	A. Language												
a.	Suitable	20	50.00	24	60.00	23	57.50	19	47.50	86	53.75	2.35	I
b.	Somewhat Suitable	12	30.00	11	27.50	12	30.00	09	22.50	44	27.50		
c.	Not Suitable	08	20.00	05	12.50	05	12.50	12	30.00	30	18.75		
	B. Appropriateness of Content												
a.	Appropriate	21	52.50	20	50.00	18	45.00	19	47.50	78	48.75	2.32	II
b.	Sometime Appropriate	10	25.00	16	40.00	14	35.00	16	40.00	56	35.00		
c.	Not Appropriate	09	22.50	04	10.00	08	20.00	05	12.50	26	16.25		
	C. Presenters/RJs												
a.	Effective	10	25.00	11	27.50	14	35.00	13	32.50	48	30.00	1.83	VI
b.	Somewhat Effective	08	20.00	08	20.00	10	25.00	11	27.50	37	23.12		
c.	Not Effective	22	55.00	21	52.50	16	40.00	16	40.00	75	46.88		
	D. Time of Broadcast												
a.	Appropriate	12	30.00	14	35.00	09	22.50	09	22.50	44	27.50	2.00	V
b.	Sometime Appropriate	18	45.00	18	45.00	20	50.00	17	42.50	73	45.62		
c.	Not Appropriate	10	25.00	08	20.00	11	27.50	14	35.00	43	26.88		
	E. Timeliness of Message												
a.	Very timely	18	45.00	14	35.00	19	47.50	17	42.50	68	42.50	2.20	III
b.	Timely	16	40.00	14	35.00	11	27.50	16	40.00	57	35.62		
c.	Not timely	06	15.00	12	30.00	10	25.00	07	17.50	35	21.88		
	F. Duration of the Programme												
a.	Appropriate	11	27.50	10	25.00	16	40.00	10	25.00	47	29.37	2.14	IV
b.	Somewhat Appropriate	22	55.00	24	60.00	21	52.50	22	55.00	89	55.63		
c.	Not Appropriate	07	17.50	06	15.00	03	07.50	08	20.00	24	15.00		
	G. Audio Quality												
a.	Very Good	05	12.50	09	22.50	07	17.50	10	25.00	31	19.37	1.65	VIII
b.	Good	11	27.50	12	30.00	10	25.00	10	25.00	43	26.87		
c.	Poor	24	60.00	19	47.50	23	57.50	20	50.00	86	53.76		
	H. Professionalism												
a.	Professional	04	10.00	07	17.50	11	27.50	09	22.50	31	19.37	1.70	VII
b.	Semi-Professional	15	37.50	11	27.50	13	32.50	11	27.50	50	31.25		
c.	Not Professional	21	52.50	22	55.00	16	40.00	20	50.00	79	49.38		
	I. Community Participation												
a.	Involved	04	10.00	07	17.50	08	20.00	05	12.50	24	15.00	1.57	IX
b.	Partially Involved	10	25.00	09	22.50	11	27.50	14	35.00	44	27.50		
c.	Not Involved	26	65.00	24	60.00	21	52.50	21	52.50	92	57.50		

RESULTS AND DISCUSSION

Perception about quality (PQP) of programmes broadcasted

It was clearly observed that listeners perceived 'language of CR programmes' very appropriate with 2.35 M.S, the 'appropriateness of content delivered' was ranked 2nd with M.S. of 2.32 (Table 1). The 'timeliness of the message' was also appreciated by the CR listeners with M.S. of 2.20**.** The 'duration of the programme' and 'timing of broadcast' were perceived as somewhat appropriate with M.S of 2.14 and 2.00 respectively. Theme of community

radio station i.e. "Involvement of the community" was highly missed by the CR listens and it got the last rank (9th). Other important issues like; 'audio quality', 'professionalism' and performance of presenters/RJs were also eye opening with M.S. of 1.57, 1.70 and 1.83 respectively.

Table 2 Impact assessment of programmes broadcasted by CRS, CCSHAU, Hisar-91.2MHz

S. No.	Statements	Yes (3)	Somewhat (2)	No (1)	TWS	WMS	Rank
	A. Impact assessment of Agriculture based Programme					2.29	I
a.	Timely information related to various agricultural activities has increased the per hector yield. (*Krishi Charch)*	80	55	25	375	2.34	III
b.	Scientific Information on 'application of various insecticides and pesticides' has helped in disease management. (*Krishi Charch)*	60	69	31	249	1.55	V
c.	Announcements on 'package of practice' have helped in 'day to day' as well as 'seasonal agricultural activities'. (*Khaat khallihan*)	89	51	20	389	2.43	I
d.	Timely market information of agricultural produces has resulted in increase in income. (*Mandi ke Bhav*)	55	63	42	333	2.08	IV
e.	Weather advisory has helped in decision making related to agri-activities like; showing, irrigation, harvesting of crops etc. (*Aaj ka Mausam avvam krishi karya*)	78	61	21	377	2.35	II
	B. Impact assessment of Animal & Veterinary based Programme					2.02	IV
a.	Timely Information related to various animal husbandry activities like; feed & fodder, A.I., diseases outbreaks, treatments, auctions, animal fair etc. has supported in adoption of animal rearing along with agriculture.	45	72	43	322	2.01	II
b.	Increased their income from the timely information related to animals and animals products.	34	76	50	304	1.90	III
c.	Timely and scientific information has helped in starting animal rearing as full time business.	44	41	75	289	1.80	IV
d.	Hygiene and health of the farmers' family and his/her animals has increased.	78	66	16	382	2.38	I
	C. Impact assessment of Agricultural Engineering based Programme					1.96	V
a.	Latest information about agri-implements has helped in decision making related to purchase and use of farm machinery.	57	65	38	339	2.11	II
b.	Helped in effective and judicious use of various agri-implements.	77	56	27	370	2.31	I
c.	Reduced the cost of cultivation by use of farm machineries/ agri-implements.	33	40	87	266	1.66	IV
d.	Timely information related to various trainings on farm-machineries, testing, farm-machinery's fairs etc.	44	34	82	282	1.76	III
	D. Impact assessment of Home Sciences based Programme					2.05	111
a.	Knowledge level about health, hygiene and balance diet has increased.	77	45	38	359	2.24	II
b.	Balanced and nutritious diet has increased in recent past due to awareness programmes.	43	55	62	301	1.88	III
c.	Specific designed clothing has increased safety of women for various activities at farm and home.	33	55	72	281	1.75	IV
d.	Information about various trainings and programmes conducted by university, KVKs, ADT, state departments and other agencies to farm women has helped in women empowerment and entrepreneurial development.	80	56	24	376	2.35	I
	E. Impact assessment of Social Issues based Programme					2.22	II
a.	Group discussion, debates and experts' talks on various 'Days and Occasions' have enhanced the knowledge and awareness level on various social issues.	45	67	48	317	1.98	IV
b.	Views have been changed positively towards gender issues like; female feticide, girl-education child marriage, dowry etc.	88	43	29	379	2.36	I
c.	Maintaining cleanliness at home, work place and public places has increased.	77	54	29	368	2.30	II
d.	Awareness programmes have motivated to stop anti-environmental activities like; straw-burning, over spray of insecticides and pesticides etc.	65	69	26	359	2.24	III

Impact assessment of programmes broadcasted by CRS, CCSHAU, Hisar-91.2 MHz

The impact assessment of programmes broadcasted by CRS, CCSHAU, Hisar-91.2 MHz as illustrated in (Table 2) and showed that maximum impact was assessed by 'Agriculture based programme' (WMS-2.29), closely followed by 'Social Issues based programme' (WMS-2.22). Programmes based upon 'Home Sciences' were ranked 3rd with WMS of 2.05. Programmes based upon 'Animal and Veterinary Sciences' and 'Agricultural Engineering' got 4th and 5th ranking respectively with WMS of 2.02 and 1.96. The programme named '*Khaat khallihan'* that broadcasted the 'Package of Practices' got the highest individual ranking among all the programmes with WMS-2.43. The programmes on 'Gender Equality', 'Maintaining Cleanliness', 'Awareness Programmes to stop Anti-environmental Activities' and 'Women Empowerment and Entrepreneurial Development' also have very good impact on Community Radio listeners. Programmes based upon 'Agricultural Engineering' need improvement to achieve better impact.

All the sectors of society in general and farming community in particular can be benefited by participatory media like Community Radio Station if handled and mange properly with its true spirit. With appropriate and judicious use of CRS by making two-way contacts with farmers and institutions, it can revamp the extension network of the country with providing timely information to the farming community in their language. This can overcome some of these most challenging issues related to extension like; accessibility, literacy and language barriers, local focus and participatory approach.

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